

Message Text

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PAGE 01 STATE 306823
ORIGIN EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 L-03 CIAE-00 INR-07
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COMM/PTO:DALLEN
COMM/FBPD:JLIGHTMAN
ARA/APU:RGRAHAM

----- 054900 /15

R 180342Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY MONTEVIDEO

UNCLAS STATE 306823

E.O. 11652:N/A

TAGS: EIND, UY

SUBJECT: TRADEMARK PROTECTION: PROCTOR AND GAMBLE CO.

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REF: MONTEVIDEO 4823

1. DEPARTMENT HAS PASSED INFORMATION CONTAINED REFTEL TO APPROPRIATE PROCTOR AND GAMBLE (P AND G) OFFICIAL WHO WAS NOT WARE OF RECENT EFFORTS TO OBTAIN PROPRIETORSHIP OF TRADE NAME BY PIRATE URUGUAY FIRM. HE SAID P AND G WOULD PROCEED WITH APPROPRIATE LEGAL ACTION IN EFFORT TO SUPPRESS SUCH ACTIVITIES IN URUGUAY. HE ALSO REQUESTED ANY ASSISTANCE EMBASSY COULD PROVIDE TO SUPPLEMENT P AND G'S EFFORTS. DEPARTMENT MADE CLEAR THAT EMBASSY COULD NOT UNDERTAKE LEGAL ACTIONS ON P AND G'S BEHALF.

2. URUGUAY TOGETHER WITH THE U.S. AND SOME 80 OTHER COUNTRIES IS A MEMBER STATE OF THE PARIS CONVENTION FOR THE UNCLASSIFIED

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PROTECTION OF INDUSTRIAL PROPERTY. IT WOULD APPEAR THAT ARTICLES 6 BIS, 8, 9, 10 BIS, AND 10 TER OF THE CONVENTION ARE RELEVANT TO THE TYPE OF ACTIVITY DESCRIBED REFTEL AND PREVIOUS. FOR EXAMPLE, ARTICLE 8 STATES: QUOTE A TRADE NAME SHALL BE PROTECTED IN ALL THE COUNTRIES OF THE UNION WITHOUT THE OBLIGATION OF FILING OR REGISTRATION, WHETHER

OR NOT IT FORMS PART OF A TRADEMARK. END QUOTE

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT
GOU BUREAU OF INDUSTRIAL PROPERTY AND TO INFORMALLY
OPPOSE THE REQUEST BY QUOTE PROCTOR Y GAMBLE (URUGUAY)
S.A. UNQUOTE FOR REGISTRATION OF THE TRADE NAME QUOTE
PROCTOR AND GAMBLE UNQUOTE. EMBASSY SHOULD NOTE THE
EXISTENCE OF THE PARIS CONVENTION, PARTICULARLY OF THE
ARTICLES CITED ABOVE. COPY OF CONVENTION (IN ENGLISH)
BEING POUCHED TO EMBASSY. EMBASSY SHOULD NOT DELAY
ACTING, HOWEVER, IN ORDER TO MEET 20 DAY TIME LIMIT
DESCRIBED PARA 2 REFTTEL. EMBASSY REQUESTED TO REPORT ON
ANY GOU REACTION.
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Message Attributes

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Copy: SINGLE
Draft Date: 18 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: LSALLAN:CEK
Enclosure: n/a
Executive Order: N/A
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Handling Restrictions: n/a
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